



# Mentor Logistics

## Promotional Ideas

### Faculty and Staff

Staff awareness and commitment to GMS is key to the program's success. The faculty orientation is the first step to get faculty support, and ensure involvement. Once this takes place, it is important to update staff on new policies and GMS related activities. Promotion ideas include:



- Presentations or updates during faculty meeting
- Flyers in staff mail boxes
- Articles or reminders in staff newsletter
- Bulletin board in the faculty room with updates, a timeline with important dates, etc.
- Updates or promotions with paychecks

### Students

The kick-off assembly will be the first step in getting students excited about Gold Medal Schools. It is important that students know about any new opportunities for physical activity and healthy eating that become available as a result of this program. Promote each criteria your school is working toward, as well as those that have already been completed. Ask students input on what they like to hear about healthy topics. Keep in mind the principles of social marketing when reaching students. Here are a few ideas:



- A school bulletin board announcing what's new with GMS
  - Total Gold Medal Miles walked etc.
- Announcements over the PA system
- Announcements in class
- Articles in school newsletters
- Students developing promotion campaigns

### Parents

Gaining parent support *will increase* the effectiveness of the Gold Medal Schools program. Parents set the stage for healthy choices at home as well as at school. Introducing the program to your school's PTA may be your first step to increasing parents' awareness. Look at ways your school currently gets information to parents, and determine if Gold Medal School information can be incorporated. Some ideas include:



- PTA/School Newsletter articles
- Booths set up during Parent Teacher Conference
- Information on the school website

- Put events on the school calendar